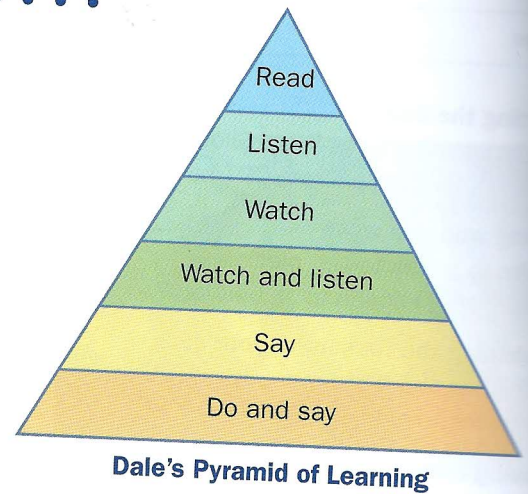


Present information

- 1 The diagram on the right shows how people remember things best (i.e. they remember more from the activities at the bottom than those at the top). What can this tell us about giving presentations?



Listening



Get ready

- 2 ((8.1)) Suchin Bak is an airline Customer Services Manager. Listen to her explaining the procedure for handling customer complaints to a group of new employees. Decide if these sentences are true (T) or false (F). Correct the false ones.
 - 1 The subject of the presentation is complaints to the airline by phone.
 - 2 In the second part of the presentation, Suchin talks about how to deal with complaints.
 - 3 The company has strict rules on how to respond to customers.
 - 4 In the last part, the participants work on their own to practise dealing with complaints.
- 3 ((8.1)) Look at the Key language for presenting information on page 19, then listen again and tick (✓) the ones you hear.
- 4 Work with a partner.

Student A: Use the Key language to practise giving a short presentation of information about the company below.

Student B: Do the same with the information on page 85.

Student A

IKEA



Background

Swedish entrepreneur Ingvar Kamprad developed IKEA in the 1940s and 50s.
Keys to success: design, self-assembly, advertising, catalogue, showroom

The stores

Number of IKEA stores worldwide:	345
Number of countries that have an IKEA store:	42

The customers

IKEA store visits:	775 million
IKEA catalogue application downloads:	9.7 million
IKEA website visits:	1.2 billion
Total number of BILLY bookcases sold worldwide:	41 million

Finance

IKEA sales turnover:	29.2 billion euros
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All figures are for 2012–2013.

Key language for presenting information

Presenting the subject

I'm going to talk about / present / describe / explain ...
The purpose of this talk today / this morning is to ...

Questions

If you have any questions, please feel free to interrupt.
I'll be glad to answer any questions you may have at the end of my talk.

Providing background information

First of all, let me give you some background information on this product.
I'll start with some general information on ...

Informing

The main points we'll **look at** today are ...
I'll **outline** the main reasons for this.
I should **clarify** this.
I'd like to **point out** ...
I can **update you** / **give you an update** on the situation.

Referring to slides

As you can see here / from this diagram, ...
Have a look at ...
This chart illustrates/describes ...

Underlining points

You'll notice that ...
It's important to remember that ...
This is important/significant because ...
I must emphasise that ...

Moving on

We've seen ...; now let's move/go on to ...
Now we come to ... / That now brings us to ... /
Let's turn now to ...
Finally, ...

Ending

I hope that's given you a clear idea/picture of ...
That brings me to the end of the presentation.
Thank you. Are there any (more) questions?

Pronunciation Contrast stress

We can stress words to show contrast or to disagree or correct.

1 ((8.2)) Listen and underline the words stressed for contrast.

- 1 These are not suggestions for steps, they are the only way you are allowed to answer.
- 2 I don't want to lower some of our prices, I want to lower all of our prices.
- 3 As you can see from the graph, sales didn't go down in June, they went up.

2 Practise saying the sentences in Pronunciation Exercise 1.

3 ((8.3)) Listen and underline the words stressed by Speaker B.

- 1 **A** James has gone to Detroit.
B No, he hasn't gone to Detroit, he's gone to Chicago.
- 2 **A** Did you call on Wednesday or Thursday?
B I called on Wednesday and Thursday.
- 3 **A** You haven't finished the report.
B I have finished the report.

4 Practise saying the dialogues in Pronunciation Exercise 3 with a partner.

Task

- 5 Prepare to give a presentation in which you provide information about an aspect of your work or about your company as a whole. Give your presentation a clear structure and use visual aids where possible.

Follow-up

- 6 Give each other feedback on your presentations. What was good about them? What could be improved?